



WEWS

## ORDER

Print Date 09/24/12 Page 1 of 3

Flight Dates 09/14/12-09/18/12

<u>Contract / Revision</u>	<u>310903</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Candidate. 09.14-09.18.12 Flight.</u>	<u>Estimate #</u>	<b>Order # 82.</b>
	09/13/12	09/20/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>Romney / Republican / Presi</b>			<u>Order Type</u>	GENERAL
			<b>138 Conant Street</b>	<u>Billing Cycle</u>	EOM/EOC
			<b>Beverly, MA 01915</b>	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>American Rambler Productio</b>			<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL CAND
<b>138 Conant Street</b>			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
<b>Beverly, MA 01915</b>			<u>Agency Ref</u>	<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Daniel Baylog	100%		

<u>Order Share %</u>	<u>Market Value</u>	
<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

**Order Totals**

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
September 2012	34	\$32,852.50	\$38,650.00	0.00	08/27/12	09/18/12	34	\$32,852.50	\$38,650.00
<b>Totals</b>	<b>34</b>	<b>\$32,852.50</b>	<b>\$38,650.00</b>	<b>0.00</b>					

**Billing Plan**

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Totals</u>	
														<u>Spots</u>	<u>Amount</u>
N 1	WEWS	09/14/12	09/18/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	- 1 -- 1 --	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1--		1	\$450.00			0.00					
		Week: 09/17/12	09/23/12	- 1 -----		1	\$450.00			0.00					
N 2	WEWS	09/14/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	1 -- 1 --	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00



Contract / Revision 310903 Flight Dates 09/14/12-09/18/12

## Hiatus Dates

Original Date / Revision 09/13/12 / 09/20/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 FEstimate #** Order # 821

Contract / Revision**310903**Flight Dates**09/14/12-09/18/12**Hiatus DatesOriginal Date / Revision

09/13/12 / 09/20/12

Order Sep 00:20:00Advertiser **Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F** Estimate # **Order # 82.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 11-1135P Late News												
				M-F 11-1135P Late News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----1--		1	\$2,200.00			0.00						
		Week: 09/17/12	09/23/12	1-----		1	\$2,200.00			0.00						
N13	WEWS	09/14/12	09/17/12	M-F 1135p-1202a Night	CM	1135p-1207x	1---1--	:30	2	\$800.00	P-2	0.00	NM		2	\$1,600.00
				M-F 1135p-1202a Night												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----1--		1	\$800.00			0.00						
		Week: 09/17/12	09/23/12	1-----		1	\$800.00			0.00						
N14	WEWS	09/14/12	09/17/12	M-F GMC 5-6a	CM	5-6a	1---1--	:30	2	\$350.00	P-2	0.00	NM		2	\$700.00
				M-F GMC 5-6a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----1--		1	\$350.00			0.00						
		Week: 09/17/12	09/23/12	1-----		1	\$350.00			0.00						
N15	WEWS	09/14/12	09/14/12	Friday Prime A	CM	8-9p	-----F--	:30	2	\$3,000.00	P-2	0.00	NM		2	\$6,000.00
				Friday Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----F--		2	\$3,000.00			0.00						
N16	WEWS	09/14/12	09/14/12	ABC Friday Prime	CM	9-11p	-----F--	:30	1	\$3,000.00	P-2	0.00	NM		1	\$3,000.00
				Friday Prime 9-11p		(9:00 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----F--		1	\$3,000.00			0.00						
N17	WEWS	09/15/12	09/15/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$350.00	P-2	0.00	NM		1	\$350.00
				Sa 6-8a News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S-		1	\$350.00			0.00						
N18	WEWS	09/15/12	09/15/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
				SA GMA 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S-		1	\$500.00			0.00						
N19	WEWS	09/16/12	09/16/12	SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM		1	\$500.00
				SU GMA 8-9A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1	\$500.00			0.00						
N20	WEWS	09/16/12	09/16/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM		1	\$800.00
				SU 6-630p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1	\$800.00			0.00						
N21	WEWS	09/16/12	09/16/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM		1	\$4,500.00
				Sunday Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1	\$4,500.00			0.00						
N22	WEWS	09/16/12	09/16/12	M-SU 11-1135P Late Ne	CM	11-1135p	-----S	:30	1	\$2,200.00	P-2	0.00	NM		1	\$2,200.00
				M-SU 11-1135P Late Ne												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1	\$2,200.00			0.00						

Totals 34 \$38,650.00